IBM Mobile Tablet for Retail Demonstration Scripts

CueSOL Cart Companion: Grocery and Mass Merchant Demonstrations

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OVERVIEW	3
Preparing for Demonstration	3
Scenario	
MENU PAGE	5
GROCERY DEMONSTRATION	6
Start Page	6
Main Page	7
Main Page (without pop-up Reminder)	9
SpeedShop Map (Large View)	
Recipes and Meal Planning	
Deli Ordering	
My Lists	
Find Items	
Help	
Produce / Non Barcode Items	
Item Confirmation Page	
Check-Out Procedure	
Thank You Page	
MASS MERCHANT DEMONSTRATION	21
Start Page	21
Main Page	
Item Confirmation Page	
Product Comparison	
Shopping Cart	
Special Offers	
Store Map	
Product Search	
Gift Ideas.	
Gift Registry	
Shopping History	
Shopping History	

Overview

This demonstration is designed to demonstrate the capabilities of this Personal Shopping Assistant (PSA) solution. The PSA is comprised of hardware from IBM called the "IBM Mobile Tablet for Retail", the "Cart Companion" application from CueSOL, and the IBM Store Integration Framework.

For this demonstration, we will examine the various screens and functions used by the customer while shopping in a supermarket equipped with the solution. We will describe each of the screens and discuss the consumer and business benefits to each solution and includes functionality found in the current pilot activities with Stop & Shop, as well as additional features which have not yet been deployed.

Although the demonstration does not interact with any real data, servers or POS for information, it is designed to be very comprehensive. All of the functionality of the full solution can be shown using the demonstration. It is also configured to allow un-scripted, ad-hoc demonstrations so that you may show any feature at any time based on customer interests.

Preparing for Demonstration

To properly prepare the device for demonstration, follow the steps below. For more specific information on these steps, refer to the document titled: "IBM Mobile Tablet for Retail Users Guide and Technical Brief".

NOTE: The steps below are provided as required for the current Demo Stack, as of the date of this writing. The final operating stack will function differently. This document will be updated regularly as changes occur.

The Bluetooth Scanner associates only with the specific tablet it is configured to communicate with. In the final product, the Scanner will automatically associate when the tablet is turned on. As of now, you will need to follow the steps below to ensure that proper association can occur:

- Ensure that the Scanner MAC address is set in the "Bluetooth" Settings Panel.
- Turn off the tablet
- Place the Scanner in the cradle, and press the RED button several times. The LED on the Scanner should be blinking slow, steady and red. If not, allow the scanner to charge for approximately 30 minutes, then try this step again.
- Turn on the tablet
- When the main demo screen appears, you should hear several beep tones in a 'musical' pattern.
- If the tones are heard, the system is ready to demo.
- If this is not heard, the scanner is not associated, and will not function. Connect a USB keyboard and use the "Users Guide" for assistance with troubleshooting.

Below are some general tips to keep in mind while performing a demonstration:

Button Sensitivity:

Some buttons require you to touch carefully, just at the bottom of the button, rather than just in the center.

Demo Limitations:

Not all functions are active in the demo. We recommend that you practice with the demonstrations prior to showing.

Scenario

The demonstration scenario below is intended to provide you with a general understanding of the functionality available in this demonstration and ultimately in the full solution. By design, this scenario is not tightly scripted, as you may jump to other functions of the demonstration during the presentation in response to feedback and interest.

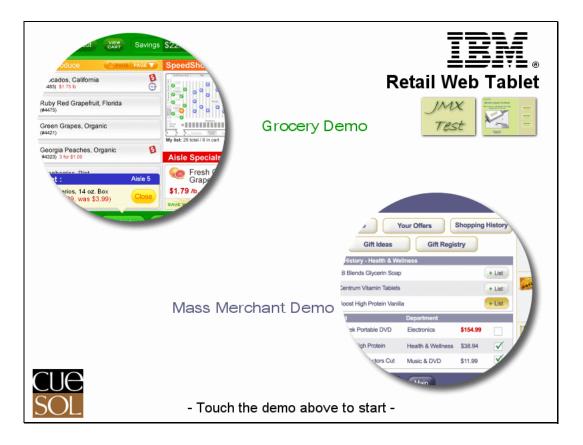
The following functionality is included in this demonstration:

- Personalized shopping lists and reminders
- Shop as you go, using the scanner shows importance of POS integration
- Deli Order
- Produce and non-barcode product handling
- Product Locator / Search
- Product Information
- Store Map
- Wayfinding with Location Based services
- Promotions
- Recipes and Meal Planning

Menu Page

The menu page allows you to select the demonstration you wish to show. The choices are as follows:

- Grocery (limited Scanner capabilities)
- Mass Merchant (no Scanner capabilities)
- JMX Test (tests various components of the solution)
- RSS Shopper (requires Store Integrator based demo server and POS)



Grocery Demonstration

Start Page

This page simulates the welcome screen presented to the user. It prompts the user to scan their Loyalty Card. In the demo, this feature is not enabled. Simply touch anywhere on the screen to proceed.

NOTE: To exit this demonstration, click on "TOTAL"



Main Page

The main page provides the points of access to each of the functions available.

NOTE: To exit this demonstration, click on "TOTAL"



Main Page areas defined:





Name:

Header

Description:

Contains "Checkout" and "View Cart" buttons, as well as cart Total and Savings for the current trip.

WHY?

Provides the customer with instant updates and running totals for how much they are spending and saving on the current visit. Also, places the Checkup and View Cart buttons in the most prominent locations on the display for improved overall usability.

Name:

My List

Description:

Contains a list of all items on your Shopping list which are located in the area of the store where the customer currently is.

NOTE: The Green "List" buttons indicate which items you have already picked up. You cannot manually change the status of this icon.

WHY?

This area is providing the shopper with their own, personal shopping list, filtered to only display those items which are in the isle or specific area where the customer currently is. This makes the shopping experience more efficient and fun – also avoids missing items from your shopping list, or having to revisit areas of the store trying to find all remaining items needed.





Aisle Specials

Name:

SpeedShop Map

Description:

Provides the customer with a detailed map of the store. The customer's location in the store is noted by the ORANGE icon, which moves on the map as the customer proceeds through the store. The GREEN check icons indicate those items which the customer has already picked up and added to their cart. Those indicated by the BLUE icon, are the items on the customer's shopping list, which they have not yet picked up.

WHY?

Having this dynamic store map available provides the shopper with instant feedback as to their location in the store and their progress with obtaining all items on their Shopping List. This helps to ensure that shoppers do not leave the store missing items.

Name:

Push Advertising Area

Description:

This areas can be used by the Retailer to dynamically push advertising, special offers, etc. to a specific customer or to all shoppers at the same time. This information can now be based on three key data points:

- The customer's shopping history (POS)
- 2. The customer's current location (IR Beacons)
- The items which are currently in the customer's cart at a given time (PSA).





Name:

Reminder Pop-up

Description:

This area will dynamically appear based on a variety of situations. For example, if the shopper has used the DELI ORDER feature, they will receive a Reminder Pop-up when the Deli Order is ready to be picked up.

WHY?

Reminders are a key component of Deli Order, Recipes, Shopping Lists, My Reminders, etc. It allows the customer to request to be reminded of specific items as they approach the area in which that item is in the store.

Name:

Footer

Description:

The Footer area includes buttons which launch supplemental applications which could include business partner applications, support applications, etc. This area would be customized by retailer depending on what additional applications and functions they wish to provide to the customers.

Main Page (without pop-up Reminder)

Press the "CLOSE" button on the pop-up Reminder. This reminder will appear each time the demo returns to the Main Page.



SpeedShop Map (Large View)

By pressing the "Large Map" button, the user can expand the area for the SpeedShop Map as shown below. In this area, the shopper can very quickly see where they are in the store (ORANGE), what items they have already picked up (GREEN) and the items which are on their shopping list, but not yet picked up.

In addition to a larger SpeedShop Map, this view also now displays the most recently scanned items as you shop.

Press the "Small map" button to return to the normal view.



Recipes and Meal Planning

By pressing the "Recipes" button, the user can enter the Recipes and Meal Planning area. In this application, the user can select meals to prepare and be provided with the exact list of ingredients which may then be added to your reminders list.

This area of the demonstration has a predetermined path which must be followed. The steps are out lined out below:

1. To begin, the user selects the recipe that they would like to view.

Demo: Clicking on any of the recipes will always display "Asian Beef & Broccoli"



- 2. The next screen displays the details on this recipe, and provides the user with the following options:
 - "See Instructions" displays preparation instructions Demo: Non-functional
 - "Print Refcipe" would allow the shopper to print the contents of this recipe to take home with them. Printing would be performed on a remote, LAN printer. Demo: Non-functional
 - "Email recipe" presents the user with the "Recipe Email" screen shown below. This would allow the shopper to send the recipe detail home to help in preparation of the mail, or send to their spouse for a dinner recommendation. Note that the sending of email function is not enabled in the demo.
 - "Add to my list" allows the shopper to add the individual ingredients for this recipe to their shopping "Reminders" list. Demo: Nonfunctional







Deli Ordering

By pressing the "Deli Order" button, the user can pre-order deli items on the tablet. Upon placing the order, they are provided with an order number. The order is provided to the deli staff. When the order is ready for pickup, a notification pop-up appears on the tablet screen.

This area of the demonstration has a predetermined path which must be followed. The steps are out lined out below:

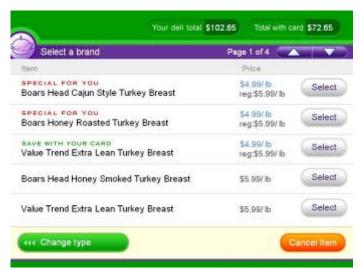
 To begin, the user selects the item category that they would like to view.

Demo: Clicking on any of the items will always display "Turkey & Chickeni"



2. The next screen displays the choices in this category:

"Demo: Clicking on any of the items will always display "Boars Honey Roasted Turkey Breasti"



The next screens (not shown) display the choices for thickness and weight.

"Demo: Clicking on any of the weights will select "1.5 lbs"

"Demo: Clicking on any of the thickness options will select "Thin"

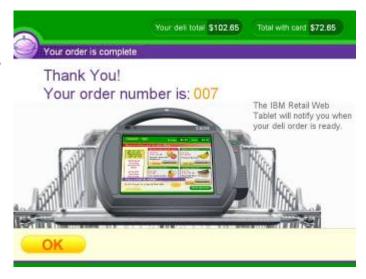
4. The next screens (not shown) adds the order to the customers shopping cart, and submits the order to the deli to fill.

"Demo: Click on ADD TO ORDER to add order contents to the current cart"

"Demo: Click on SUBMIT DELI ORDER to submit to the deli"

5. The next screen displays the customer's order number.

"Demo: Press OK to return to the Main Menu."



My Lists

This section allows the customer to view items which are either:



"My Reminders"

Items which they have added to their personal shopping list, either online prior to the store visit – or by using the "Remind Me" feature within the Cart Companion application.



"My Favorites"

Automatically generated list of 'favorites' arranged by category. These items are generated using the customer's shopping history. This can be useful to help customers recall past purchases.

"Demo: Only the GROCERY category is active"



Find Items

By pressing the "Find" button, the user can locate item categories which they need within the store. They can either scan up/down using the arrow keys through the categories, or enter a category name.



Once the category they wish to find is highlighted, clicking the "Map It" button, will display a store map with the item or category indicated with a orange icon, and the customer's current location indicated by a blue icon.

"Demo: MAP IT will always display information for CAKE MIX – during demo, type CAKE, then press MAP IT"



Help

By pressing the "Help" button, the user is provided with general information on using the PSA. The only active section in Help is the "Scanning"



Scanning an Item

Value Trend knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. The information we learn from our customers help us personalize and continually improve your shopping experience with Value Trend. By using the IBM Retail Web Tablet, you are accepting the practices described in this Privacy Notice.

The protection of your right to privacy is critical to us. We do not sell, rent or relinquish customer names, addresses or customer identified purchase history to anyone. Personal transaction data will be used only for promotional programs provided to you which are sponsored or Company-sponsored by Value Trend or its parent company, Value Trend USA. We will not use this information for any other purpose.





Produce / Non Barcode Items

Purchase of produce and non-barcoded items can be easily using the PSA. To start the procedure, click on "Produce / No Barcode". The screen below is displayed.



There are two types of items which can be purchased here:

Per Item Pricing:

To show process for Per Item Pricing, enter any PLU beginning with a "2", and press "Next Step". You will then be provided with a prompt to enter the Quantity to purchase. The Item Confirmation page is then displayed to confirm the entry.

Weight Based Pricing:

To show process for weighed items, enter any PLU beginning with a "5", and press "Next Step". The display will then show an animation demonstrating that the customer should place the item on the nearest scale. Once the item is placed on a scale, the customer scans a barcode on the scale, which pulls the weight over the network to the tablet, and calculates the total. The Item Confirmation page is then displayed to confirm the entry.

In addition to these two areas, the demo also provides the following:

"Look up by name":

Displays a screen with pages of items that the customer can use to find their item in the event that they do not have the PLU. "Demo: Displays only AVACODOS, pressing any icon will produce same result"

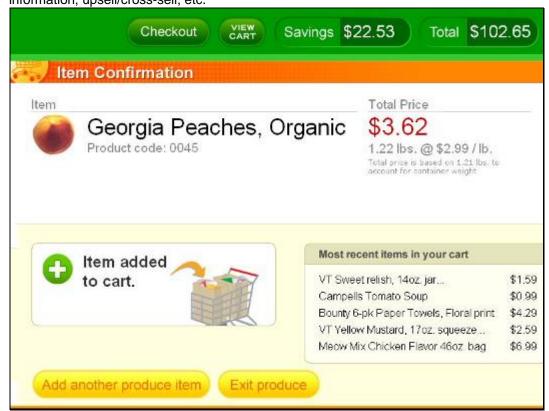
"Help?":

Displays a detailed help screen regarding how to use this feature.

Item Confirmation Page

This page is displayed for any item added to your cart, by scanning a barcode, or adding using the "Produce / No Barcode" feature.

Information in this page could be modified to fit requirements including adding nutritional information, upsell/cross-sell, etc.



Check-Out Procedure

When pressing the "Check-Out" button, the following sequence is displayed. Each of the options are active.

Pressing the "Checkout" button now will skip directly to the "Thank You" page below.

Pressing the "Checkout & take survey" button will advance to the survey. In the current pilots this was used to gather feedback from users, and a \$1.00 instant rebate was provided as incentive.

Pressing the "Continue shopping" button will return to the Main Page.

In any case, a selection here is not required to complete the transaction. When the customer is ready to Check-Out, they will simply scan their Loyalty Card at the POS (standard or Self Checkout) which will retrieve the transaction from the server.

No information is held on the tablet. This is a key benefit, for example, if the tablet was to break, or battery runs out during the shopping experience, the user simply selects a new tablet. Once the user scans their Loyalty Card on the replacement tablet, they are prompted with a message asking





if they wish to continue with the previous incomplete cart. Selecting "YES" will bring in all data from the previous transaction, allowing the user to continue without loosing any data.

Thank You Page

This is the final page. It displays the users totals, and indicates the savings provided by taking the Survey.

To restart the demo from this point, touch the blue PSA character.



Thank you for shopping with us today!

We hope you enjoyed shopping with IBM Retail Web Tablet.

Please come back to Value Trend soon for more great savings and exceptional customer service.



IBM Retail Web Tablet Savings:

\$1.00 - Survey

\$5.00 - Introductory offer

\$22.43 - Store savings

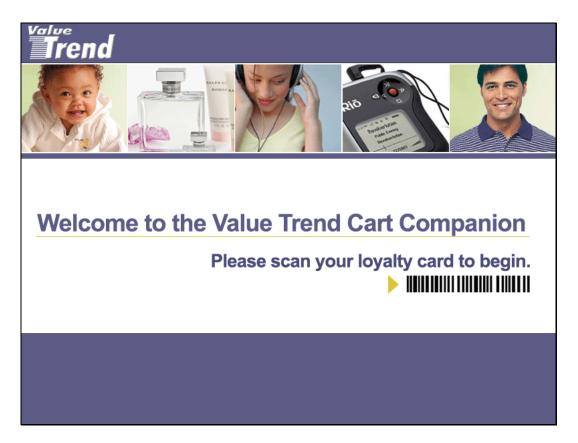
\$28.43 - Total savings

Mass Merchant Demonstration

Start Page

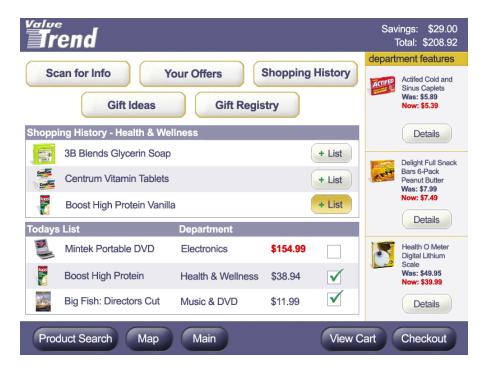
This page simulates the welcome screen presented to the user. It prompts the user to scan their Loyalty Card. In the demo, this feature is not enabled. Simply touch anywhere on the screen to proceed.

NOTE: To exit this demonstration, click on "TOTAL"



Main Page

This page provides the overall shopping cart information, as well as a launch pad for various applications available on the PSA.



Item Confirmation Page

This page provides information on the scanned items. NOTE: The scanner does not function within the Mass Merchant demo.



Product Comparison

Allows the user to compare two or more products to assist in decision making.



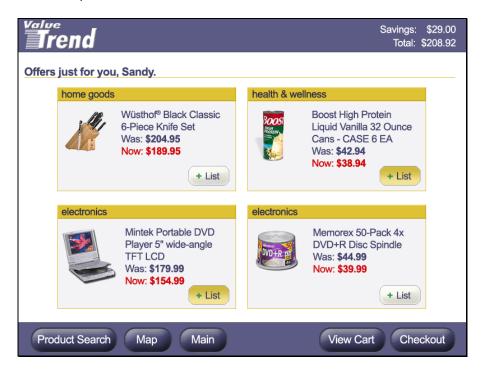
Shopping Cart

Provides a current list of items purchased during this visit.



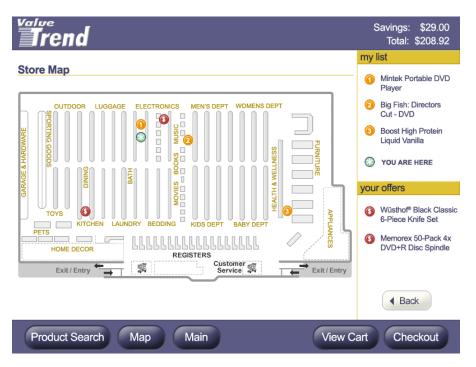
Special Offers

Presents special offers to the user.



Store Map

Provides an interactive store map (no active in demo) which indicates the user's location, as well as their shopping list and locations of those items in the store.



Product Search

Allows the user to location specific items within the store.



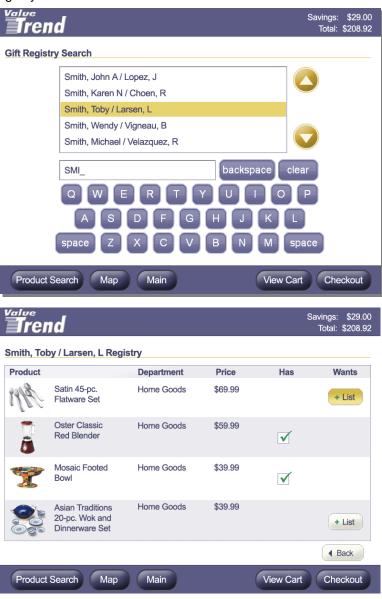
Gift Ideas

Provides an interactive buying guide for various categories to assist user in making purchase decisions.



Gift Registry

Allows users to create a Gift Registry for special occasions, or to allow shoppers to purchase items for others from their Gift Registry.



Shopping History

Displays the user's shopping history to allow them to recall items they have previously purchased.



When they click on "LIST", that item is now added to the current Shopping List.

